

Amendments to the Drawings:

The attached sheet of drawings include changes to FIG. 1. This sheet replaces the original sheet depicting FIG. 1. In FIG. 1, the upper deflection device 3 and the lower deflection device 4 have been identified with reference numerals and the reference character 4.1 has been changed to point to the right lower deflection roller.

Attached: One (1) Replacement Sheet

REMARKS/ARGUMENTS

The claims are 1, 3 and 5-10. Claim 1 has been amended to better define the invention and to incorporate subject matter previously appearing in claim 4. Accordingly, claim 4 has been canceled. In addition, claim 2 has been canceled in favor of new claim 10 to improve its form. The remaining claims 3 and 5-9 have been amended to improve their form. A replacement sheet of drawings has been submitted to designate the upper and lower deflection devices with the reference numerals 3 and 4, respectively, and to have reference character "4.1" point to the right lower deflection roller. Support may be found, *inter alia*, in the disclosure at page 10 and in the drawings. Reconsideration is expressly requested.

The drawings were objected to as failing to comply with 37 C.F.R. 1.83(p)(5) and 37 C.F.R. 1.83(a) as not including the following reference sign(s) mentioned in the description: the upper deflection device, 3 and the lower deflection device, 4 described on page 19 of the specification, and recited in claims

1, 3, 4, 5 and 8. The drawings were also objected to as failing to comply with 37 C.F.R. 1.83(p)(4) because reference character "4.1" and "2" were pointing to the same part, which appeared to be the "lower winding shaft 2."

In response, Applicants have amended FIG. 1 to designate the upper deflection device and the lower deflection device with reference characters 3 and 4, respectively, and to have reference character "4.1" point to the right lower deflection roller. It is respectfully submitted that the foregoing amendment overcomes the Examiner's objection to the drawings, and Applicants respectfully request that the objection to the drawings be withdrawn.

Claims 1-9 were objected to because of certain informalities set forth on pages 3-4 of the Office Action, claim 2 was rejected under 35 U.S.C. 101 as directed to non-statutory subject matter for the reasons set forth on page 4 of the Office Action, and claims 1-8 were rejected under 35 U.S.C. 112, second paragraph,

as being indefinite for the reasons set forth on pages 4-7 of the Office Action.

In response, Applicants have canceled claims 2 and 4 and have amended claims 1, 3 and 5-9, *inter alia*, to improve their form. It is respectfully submitted that the foregoing amendments overcome the Examiner's rejection of the claims under 35 U.S.C. 101 and 112, second paragraph, and the Examiner's objections on the basis of the informalities set forth in the Office Action, and Applicants respectfully request that such rejections and objections be withdrawn.

Claims 1-5 and 9 were rejected under 35 U.S.C. 103(a) as being unpatentable over *Simson U.S. Patent No. 5,517,778* in view of *Jones et al. U.S. Patent No. 6,467,207*. Claims 6-8 were rejected under 35 U.S.C. 103(a) as being unpatentable over *Simson* in view of *Jones et al.* and further in view of *Simson et al. U.S. Patent No. 6,247,256*.

Essentially, the Examiner's position was that *Simson* '778 discloses the device and method recited in the claims except for the winding shafts mounted in front of the deflection device, that *Jones et al.* discloses this feature, and that it would have been obvious to modify the winding shaft of *Simson* '778 to include the positioning of the winding shafts of *Jones et al.* for the purpose of enabling a more taut grip on the rollable posters by the winding shafts. *Simson et al.* '256 was cited with respect to claims 6-8 as disclosing the concept of replaceable shafts, the concept of the shafts being able to be replaced multiple times, and the concept of slanted counter-elements disposed on upper and lower deflection devices.

This rejection is respectfully traversed.

As set forth in claim 1 as amended, Applicants' invention provides a large-surface advertising device for a poster having a housing in which winding shafts to accommodate rollable posters in web form are disposed. The housing is provided with a

transparent viewing pane, and light sources are disposed behind or in front of the poster. At least one upper and lower deflection device is disposed on a housing mount and base frame, at top and bottom, in each instance, in a region of the winding shafts, mounted in front. The deflection devices are separated and the poster on the separated deflection devices has a looping angle between 70 degrees and 180 degrees.

As set forth in new claim 10, Applicants' invention provides a method for controlling a change in a rollable poster on a large-surface advertising device having an upper winding shaft and a lower winding shaft accommodating the rollable poster by controlling the winding shafts. In accordance with the method, the rollable poster is wound in a winding direction and the speeds of rotation of the upper winding shaft and the lower winding shaft are controlled as a function of current diameters of the upper winding shaft and the lower winding shaft during the winding to form a freely hanging constant poster loop during the change in poster, independent of the winding direction. After a target position of the poster has been reached, the loop is wound

via a defined rewinding of the upper winding shaft and the lower winding shaft and the poster is tensed or stretched tight.

In this way, Applicants' invention provides a large-surface advertising device for a poster, in which it is possible to inexpensively set up significantly larger advertising devices and operate them over a long period of time, with alternatively advertising messages. In addition, Applicants' invention provides a method which allows a frequent poster change and thereby short cycle times for the individual picture messages and long operation without disruption for the posters that are strung together.

With Applicants' method as recited in new claim 10, the control of the poster exchange is done entirely free of stress. That is, the poster to be moved is being rolled up and back without pre-tension. A towards-the-bottom free-hanging poster loop is produced on the lower deflection device 4 due to the control of the speed of rotation of the two winding shafts 1 and

2, which may take place in that first only the lower shaft 2 is wound back until the free hanging poster loop is formed, in which case the poster no longer lies tight on the lower deflection device 4. It hangs pretension-free on and above the upper deflection device 3. Only then the upper winding shaft 1 as well as the lower winding shaft 2 are turned at the same time, namely until the poster that is to be shown, is in the right position. Then, the upper winding shaft 1 is locked. After that, the poster is stretched by removing the free-hanging poster loop with a respective turning movement of the lower winding shaft due to the winding-up. As a result of the free-hanging poster loop, folds are avoided in the winding step because possible folds can be pulled back by themselves due to the stiffness of the poster material.

The primary reference to *Simson '778* fails to disclose or suggest a large-surface advertising device having the structure recited in claim 1, or a method for controlling a change in a rollable poster on a large-surface advertising device as recited in new claim 10. The *Simson '778* multi-rolling display

apparatus is suitable for only small posters which can be rolled up. Posters having a width of several meters therefore cannot be rolled up several times after each other, free from greases and free from damage, because the upper and lower winding shafts would bend and it would necessarily lead to the forming of greases of the poster on the point of deflection of the upper and lower winding device. Although the winding shafts are subdivided, they are not supported in between against deflection or bending.

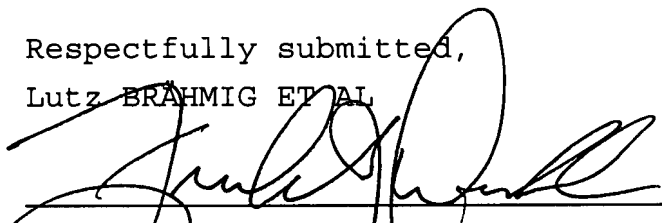
The defects and deficiencies of the primary reference to *Simson '778* are nowhere remedied by the secondary references to *Jones et al.* or *Simson et al '256*. Like *Simson '778*, the *Jones et al.* apparatus with oscillation can be used only with smaller posters because it has no deflection rolls. The same is true for *Simson et al. '256* where the deflection rolls also are in one piece, i.e. not divided or separated as recited in Applicants' claims.

Accordingly, it is respectfully submitted that claim 1 as amended and new claim 10, together with claims 3 and 5-9 as amended, which depend directly claim 1 as amended, are patentable over the cited references.

In summary, claims 1, 3 and 5-9 have been amended, claims 2 and 4 have been canceled, and new claim 10 has been added. FIG. 1 has also been amended. In view of the foregoing, it is respectfully requested that the claims be allowed and that this application be passed to issue.

Applicants also submit herewith a Supplemental Information Disclosure Statement.

Respectfully submitted,
Lutz BRAHMIG ET AL



COLLARD & ROE, P.C.
1077 Northern Boulevard
Roslyn, New York 11576
(516) 365-9802

Frederick J. Dorchak, Reg.No.29,298
Edward R. Freedman, Reg.No.26,048
Attorneys for Applicants

Enclosures: Supplemental Information Disclosure Statement, PTO Form 1449 with seven (7) references, Check for \$180.00, Copy for Petition for three-month Extension of Time
1 drawing replacement sheet

I hereby certify that this correspondence is being deposited with the U.S. Postal Service as first class mail in an envelope addressed to: Commissioner of Patents, P.O. Box 1450, Alexandria, VA 22313-1450, on November 2, 2007.



Amy Klein

APPENDIX